



Reminder: Register Now for the Asian Feed Buyers Mission

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MADISON – Time is running out to register for the 2011 Asian Feed Ingredients Buyers Mission to be held during World Dairy Expo, October 3-7, 2011. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds Midwest suppliers of feed and feed ingredients who wish to participate in the Mission to register by September 20. Feed suppliers who register for the Buyers Mission will have the opportunity to meet one-on-one with eight pre-qualified Asian buyers from Indonesia, Korea, Taiwan and China.

Buyers are interested in a wide variety of products such as: anti-microbials, dairy and animal nutritional supplements, dried distillers grains, feed grains, hay, milk replacers, pre-mix feeds, probiotics, supplements, yeast and cultures, whey and other feed products.

“I encourage Midwest suppliers to register now for the Buyers Mission to establish new relationships, initiate new export sales, and gain valuable feedback on their products in these countries,” said Jennifer Lu, a DATCP Economic Development Consultant. “This Buyers Mission offers a cost effective way for Midwest suppliers to attend meetings with buyers and extend the conversation by seeing each other again at World Dairy Expo.”

This is the tenth year DATCP has been hosting the Asian Feed Ingredients Buyers Mission during World Dairy Expo, and it continues to be one of the most successful. Last year’s Asian Feed Ingredients Buyers Mission attendees reported an actual increase in export sales of over \$5.6 million and a projected increase in export sales of over \$18.3 million. The U.S. is considered the origin of choice for many Asian feed importers due to high quality, consistency, and value.

Meetings will be held at the Concourse Hotel in Madison. To register for the Buyers Mission, contact Jennifer Lu at 608-224-5102 or jennifer.lu@wi.gov. Space is limited. The 2011 Asian Feed Ingredients Buyers Mission is sponsored by the Food Export Association. For more information about these events, you can also visit www.foodexport.org or www.world-dairy-expo.com.

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